AMENDMENTS TO THE CLAIMS

The listing of claims will replace all prior versions, and listings, of claims in the application:

1.   (Currently amended) A computer-implemented method for analyzing data in a relational database in which a plurality of attributes are stored for each of a plurality of individuals, the plurality of attributes including at least one attribute relating to gaming behavior associated with the corresponding individual, the method comprising:

receiving the plurality of attributes regarding the individuals via a player tracking system including a player tracking server and a card reader;

querying the relational database based on selected ones of the plurality of attributes to determine a first subset of the individuals having at least one of the plurality of attributes in common;

comparing the selected attributes associated with each of the first subset of the individuals with the selected attributes associated with others of the first subset of individuals to determine at least one difference among the plurality of attributes according to which the first subset of individuals may be divided into further subsets of the individuals, the at least one difference determined based on the plurality of attributes received via the player tracking system;

forming a further subset in accordance with the at least one difference;

identifying further selected ones of the plurality of attributes that are received via the card reader and the player tracking server and that are shared by the individuals in the further subset to define a promotional offering in association with the identified further selected ones of the plurality of attributes shared by the individuals in the further subset; and

providing the promotional offering as an award for one or more individuals in the further subset, wherein one of the individuals of the further subset plays a number of games by betting a total amount lower than any of the individuals of the first subset that are excluded from the further subset, wherein the one or more individuals in the further subset has a second set of attributes which are common with only specific individuals from the first subset of the individuals and which may be used to identify distinct subgroups within the first subset with reference to differences in attributes of the first subset, and wherein each difference may be referred to as a single relational polymorphism.

2.   (Original) The method of claim 1 further comprising applying at least one query to the relational database to identify the first subset of individuals, the at least one query

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corresponding to the at least one of the plurality of attributes which the first subset of individuals have in common.

3-4.   (Canceled)

5.   (Original) The method of claim 1 further comprising defining a gaming DNA including the selected attributes.

6.   (Original) The method of claim 5 wherein the gaming DNA includes only the selected attributes.

7.   (Original) The method of claim 5 wherein the gaming DNA includes additional attributes beyond the selected attributes.

8.   (Previously presented) The method of claim 5 wherein the gaming DNA includes attributes fewer than all of the plurality of attributes.

9.   (Original) The method of claim 1 further comprising generating a marketing strategy for at least one of the further subsets of individuals.

10.   (Original) The method of claim 9 wherein generating the marketing strategy comprises identifying at least one single relational polymorphism between the subsets of individuals and generating the marketing strategy with reference thereto.

11.   (Original) The method of claim 10 wherein the at least one single relational polymorphism corresponds to at least one of age, geographical region, gender, income, frequency of play, favorite day to play, favorite time to play, average amount bet, total amount played, game preference, denomination preference, cuisine preference, beverage preference, music preference, and date of birth.

12.   (Original) The method of claim 1 wherein the relational database comprises a player tracking database generated in a gaming environment, and the individuals correspond to players in the gaming environment.

13.   (Previously presented) The method of claim 12 wherein the plurality of attributes comprises at least one of age, geographical region, gender, income, frequency of play, favorite day to play, favorite time to play, average amount bet, total amount played, game preference, denomination preference, cuisine preference, beverage preference, music preference, and date of birth.

14.   (Original) A computer readable medium having computer program instructions stored therein for performing the method of claim 1.

15.   (Original) A computer readable medium having data stored therein identifying the further subsets of individuals identified according to the method of claim 1.

16.   (Original) The method of claim 1 wherein the relational database comprises player tracking data from a plurality of gaming properties.

17.   (Original) The method of claim 16 wherein the first subset of individuals comprises individuals corresponding to player tracking data from more than one of the gaming properties.

18.   (Currently amended) A player tracking system for use in a gaming environment comprising at least one computing device having a central processing unit and associated memory for storing a player tracking database in which a plurality of attributes are stored for each of a plurality of individuals, the plurality of attributes including at least one attribute relating to gaming behavior associated with the corresponding individual, the central processing unit being operable to:

receive the plurality of attributes regarding the individuals via the player tracking system including a player tracking server and a card reader;

query the player tracking database to determine a first subset of the individuals having at least one of the plurality of attributes in common;

compare selected ones of the plurality of attributes associated with one or more individuals of the first subset of the individuals with the selected attributes associated with others of the first subset of individuals to determine at least one difference among the plurality of attributes according to which the first subset of individuals may be divided into further subsets of

the individuals, the at least one difference determined based on the plurality of attributes received via the player tracking system;

form a further subset in accordance with the at least one difference;

identify further selected ones of the plurality of attributes that are received via the card reader and the player tracking server and that are shared by the individuals in the further subset to define a promotional offering, wherein the promotional offering is defined in association with the identified further selected ones of the plurality of attributes shared by the individuals in the further subset; and

provide the promotional offering as an award for one or more individuals in the further subset, wherein one of the individuals of the further subset plays a number of games by betting a total amount lower than any of the individuals of the first subset that are excluded from the further subset.

19.   (Original) The player tracking system of claim 18 wherein the player tracking database comprises player tracking data from a plurality of gaming properties.

20.   (Original) The player tracking system of claim 19 wherein the first subset of individuals comprises individuals corresponding to player tracking data from more than one of the gaming properties.

21.   (Currently amended) A method for providing software via a wide area network comprising transmitting computer program instructions over the wide area network, the computer program instructions being operable to cause a computer to perform a method for analyzing data in a relational database in which a plurality of attributes are stored for each of a plurality of individuals, the plurality of attributes including at least one attribute relating to gaming behavior associated with the corresponding individual, the method comprising:

receiving the plurality of attributes regarding the individuals via a player tracking system including a player tracking server and a card reader;

querying the relational database to determine a first subset of the individuals having at least one of the plurality of attributes in common;

comparing selected ones of the plurality of attributes that are received via the card reader and the player tracking server and that are associated with each of a first subset of the individuals with the selected attributes associated with others of the first subset of individuals, wherein said comparing selected ones of the plurality of attributes is performed to determine at least one

difference among the plurality of attributes according to which the first subset of individuals may be divided into further subsets of the individuals, the at least one difference determined based on the plurality of attributes received via the player tracking system;

forming a further subset in accordance with the at least one difference;

defining a promotional offering in association with at least one of the at least one difference; and

providing the promotional offering as an award for one or more individuals in the further subset, wherein one of the individuals of the further subset plays a number of games by betting a total amount lower than any of the individuals of the first subset that are excluded from the further subset.

22.   (Original) The method of claim 21 wherein the relational database comprises player tracking data from a plurality of gaming properties.

23.   (Original) The method of claim 22 wherein the first subset of individuals comprises individuals corresponding to player tracking data from more than one of the gaming properties.

24.   (Currently amended) A computer-implemented method for analyzing data in a relational database in which a plurality of attributes are stored for each of a plurality of individuals, the plurality of attributes including at least one attribute relating to gaming behavior associated with the corresponding individual, the method comprising:

receiving the plurality of attributes regarding the individuals via a player tracking system including a player tracking server and a card reader;

querying the relational database to determine a first subset of the individuals having at least one of the plurality of attributes in common;

identifying selected ones of the plurality of attributes as gaming DNA attributes;

comparing the selected attributes that are received via the card reader and the player tracking server and that are associated with each of the first subset of individuals with the selected attributes associated with others of the first subset of individuals, wherein said comparing the selected attributes is performed to determine at least one single relational polymorphism in the respective gaming DNA attributes, the at least one single relational polymorphism determined based on the plurality of attributes received via the player tracking system;

dividing the first subset of individuals into further subsets of the individuals in accordance with the at least one single relational polymorphism; and

provising the promotional offering as an award for one or more individuals in at least one of the further subsets, wherein one of the individuals in the at least one of the further subsets plays a number of games by betting a total amount lower than any of the individuals of the first subset that are excluded from the at least one of the further subsets.

25.   (Original) The method of claim 24 wherein the relational database comprises player tracking data from a plurality of gaming properties.

26.   (Original) The method of claim 25 wherein the first subset of individuals comprises individuals corresponding to player tracking data from more than one of the gaming properties.

27.   (Currently amended) A computer-implemented method for analyzing data in a relational database in which a plurality of attributes are stored for each of a plurality of individuals, the plurality of attributes including at least one attribute relating to gaming behavior associated with the corresponding individual, the method comprising:

receiving the plurality of attributes regarding the individuals via a player tracking system including a card reader and a player tracking server;

querying the relational database to determine a first subset of the individuals having a first at least one of the plurality of attributes in common;

querying the relational database to determine a further subset of the first subset of the individuals having a second at least one of the plurality of attributes in common;

identifying selected ones of the plurality of attributes that are received via the card reader and the player tracking server and that are shared by the individuals in the further subset to define a promotional offering in association with the identified selected ones of the plurality of attributes shared by the individuals in the further subset; and

awarding one or more individuals in the further subset with the promotional offering, wherein one of the individuals of the further subset plays a number of games by betting a total amount lower than any of the individuals of the first subset that are excluded from the further subset;

wherein the one or more individuals in the further subset has a second set of attributes which are common with only specific individuals from the first subset of the individuals and

which may be used to identify distinct subgroups within the first subset with reference to differences in attributes of the first subset, and wherein each difference may be referred to as a single relational polymorphism, the single relational polymorphism determined based on the plurality of attributes received via the player tracking system.

28.   (Currently amended) The method of claim 1, wherein the ~~player tracking system comprises a~~ player tracking server is connected to a player tracking unit via a data collection unit.

29.   (New) The method of claim 1, wherein the player tracking server comprises the relational database.